

Quarterly Digital Content Schedule

Content Themes

Choose 3-5 main themes for your content. Read through the weekly schedule below if you're having trouble coming up with 5 main themes. Depending on your business/industry you might be able to produce 8+ weeks of content on 2 themes. Just remember, this is quarterly, so this schedule could be followed for 32+ weeks (we are leaving 1 month out per quarter so you have 1 month to experiment with other ideas)

- 1.
- 2.
- 3.
- 4.
- 5.

Weekly Schedule

Week 1: Theme 1

- Monday: Blog post -
- Wednesday: Infographic -
- Friday: Social media carousel -
- Weekend: Email newsletter -

Week 2: Theme 1

- Monday: Blog post - "How to..."
- Wednesday: Video tutorial -
- Friday: Interactive poll on social platform(s)
- Weekend: Email newsletter -

Week 3: Theme 2

- Monday: Blog post -
- Wednesday: Webinar - depending on your industry this may not be the best form of marketing/sales - could substitute this for a youtube/facebook longer form info video
- Friday: Downloadable template - Create a PDF/Template that your audience can use.
- Weekend: Email newsletter -

Week 4: Content Creation

- Monday: Blog post -
- Wednesday: Video - ex. "Behind the Scenes" or "Day in the life" etc etc
- Friday: Checklist - Ex: Real estate Agents - "Spring Cleaning Checklist" or "Getting ready to sell checklist"
- Weekend: Email newsletter - Content creation tips and tools

Week 5: Theme 3

- Monday: Blog post -
- Wednesday: Infographic -
- Friday: Case study -
- Weekend: Email newsletter

Week 6: Theme 4

- Monday: Blog post -
- Wednesday: Video tutorial -
- Friday: Comparison video/this or that/would you rather - something engaging
- Weekend: Email newsletter -

Week 7: Theme 5

- Monday: Blog post -
- Wednesday: Something your audience can download/save/use (PDF/template/checklist)
- Friday: Case study -
- Weekend: Email newsletter -

Week 8: Future Trends

- Monday: Blog post - "Future of
- Wednesday: Expert interview video - "Industry Leaders' Predictions"
- Friday: Trend report
- Weekend: Email newsletter -

Content Distribution Guidelines

Platform-Specific Formatting

- **LinkedIn:** Professional tone, business insights, longer posts
- **Twitter:** Short tips, statistics, quick updates
- **Instagram:** Visual content, stories, behind-the-scenes
- **Facebook:** Community engagement, discussions, event promotion

Posting Times

- Blog posts: 9:00 AM local time
- Social media:
 - Morning: 8:00-9:00 AM
 - Lunch: 12:00-1:00 PM
 - Evening: 5:00-6:00 PM
- Email newsletters: Thursday 3:00 PM
- Webinars: Wednesday 2:00 PM

Content Repurposing Strategy

1. Break down blog posts into social media snippets
2. Convert webinars into blog posts and short videos
3. Transform infographics into social carousel posts
4. Use newsletter content for social media tips

Quality Control Checklist

- ☐ Content aligns with monthly theme
- ☐ SEO optimization completed
- ☐ Visual elements included
- ☐ Call-to-action defined
- ☐ Mobile responsiveness checked
- ☐ Grammar and fact-checking done
- ☐ Internal/external links added
- ☐ Meta descriptions optimized

Monthly Review Metrics

1. Website traffic from content
2. Social media engagement rates
3. Email open and click rates
4. Lead generation numbers
5. Time spent on content
6. Conversion rates
7. Social shares
8. Comment engagement

Quarterly Goals

- Increase blog traffic by 25%
- Achieve 15% email list growth
- Generate 50 qualified leads
- Improve average engagement rate by 10%
- Establish 3 new content partnerships

Resources Needed

1. Content writer/editor
2. Graphic designer
3. Video editor
4. Social media manager
5. SEO specialist
6. Analytics expert

Budget Allocation

- Content creation: 40%
- Paid promotion: 25%
- Tools and software: 20%
- Training and development: 15%